Many barriers face students that affect their health and academic success. Stress from school, changes today’s college in environment, unhealthful diets, and negative peer relationships all factor into their overall lifestyle. Evidence suggests that having positive peer role models and making health “cool” will decrease obesity in this population.

The ‘Get Fruved’ intervention is a four-university wide (FL, TN, SD, WV) with four other control states (AL, ME, NY, KS). It’s a peer-led, social marketing project aimed at changing campus environments as well as increasing healthful diets, stress management and physical activity.

- Recruited 1155 incoming freshmen to be a part of the Get Fruved study
- Students had physical and behavioral assessments and matched with a mentor if they opted in (matching algorithm)
- Choice of attending the 24 weeks of events!
- Post assessments same as pre-assessments
- Students were given a Wellness Report Card to track their health progress over
  the course of the school year with engaging in Fruved
- Weekly events included social media messages/challenges, marketing materials, educational materials, mid-week marketing plan, location of the large event, budget plans, staffing needs, and giveaways.

**Introduction & Objective**

**Year 2: 2015-2016**

**Event Examples:**
- Meditation Mob
- Perfect Portions
- Meditation
- Mindful eating
- Service learning
- Week 1: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 2: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 3: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 4: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 5: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 6: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 7: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 8: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 9: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 10: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 11: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 12: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 13: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 14: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 15: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 16: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 17: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 18: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 19: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 20: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 21: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum
- Week 22: 2015
  - My Plate
  - Yoga
  - Cardio
  - Water: Water, Water, Water
  - Food: Food, Food, Food
  - Break from Stress
- Week 23: 2015
  - Healthy Cost
  - Physical Activity
  - Sleep
  - Physical Activity
  - Diets
  - Mindful eating
  - Service Learning
- Week 24: 2015
  - Fruved
  - Diet
  - Physical Activity
  - Sleep
  - Physical Activity
  - Curriculum

**Get Fruved Student Organization/ Classes**

- New PM and SMEI teams
- Officers
- ~4 events a semester
- Partnering with other organizations (WellWVU, Greek life, LLC, Honors, etc.) to be a “hub” of healthy living collaborations
- Service learning
- Experiential learning
- Town Hall Meetings
- Recruiting 225 incoming freshmen to offer them the opportunity of Fruved and the Wellness Report Card

**Events:**

- Yoga and smoothies
- Cooking classes
- Mindful eating
- Meditation Mob
- Farmers Market
- De-stress with Hearts of Gold dogs

**Year 3: 2016-2017**

**Get Fruved Intervention**

**Policy Change**

**Healthy Cost**

**Fruved Intervention**

**Physical Activity**

**Stress Management**

**Sleep**

**Week 1: 2016-2017**

**Week 2: 2016-2017**

**Week 3: 2016-2017**

**Week 4: 2016-2017**

**Week 5: 2016-2017**

**Week 6: 2016-2017**

**Week 7: 2016-2017**

**Week 8: 2016-2017**

**Week 9: 2016-2017**

**Week 10: 2016-2017**

**Week 11: 2016-2017**

**Week 12: 2016-2017**

**Week 13: 2016-2017**

**Week 14: 2016-2017**

**Week 15: 2016-2017**

**Week 16: 2016-2017**

**Week 17: 2016-2017**

**Week 18: 2016-2017**

**Week 19: 2016-2017**

**Week 20: 2016-2017**

**Week 21: 2016-2017**

**Week 22: 2016-2017**

**Week 23: 2016-2017**

**Week 24: 2016-2017**

**Events:**

- Yoga and smoothies
- Cooking classes
- Mindful eating
- Meditation Mob
- Farmers Market
- De-stress with Hearts of Gold dogs

**Year 4 & 5: 2017-2019**

**2017-18: Implementation of Fruved in high schools and higher ed**

**2017-18: Recruitment of intervention and control high schools and higher education institutions**

**2017: Implementation of intervention, the environment, behaviors, and policy change**

**18-19: Continuation of Fruved City as intervention schools**

**Get Fruved** began as an equal, conceptual project from university researchers and undergraduate students passionate about improving health among the students and university and has now been developed into a student organization that collaborates on campus to provide students with quality information and resources for leading healthier lives. Get Fruved now plans to move into high school curriculum as well as be tested in other high education institutions across the United States.